

UNIT 7: MY DESIGN PROCESS

How did you define your audience & tone?

By understanding the types of people who will be visiting our site - from Lizzie's fans and our Kickstarter supporters to potential buyers and film festival panels - I knew I wanted the site to be clean and sleek and to capture the beauty of our film, but also to provide sufficient information about the film & the filmmakers.

What existing websites were you most inspired by?

lifeaccordingtosam.com - a documentary site. I was inspired by the backgrounds and the navigation. Just a really clean site that lays out all you need to know about the film, where you can watch, and a call to action.

What parts of your design are you most proud of?

I'm most proud of my selection of background images, social media icons, and the single-page scroll.

What struggles did you encounter in your design process?

I struggled most with designing the filmmakers page and the photo gallery. With the filmmakers page, I knew that there would be a lot of information and photos to cover and laying that out was a bit daunting. Knowing that some bios were longer than others, led me to decide on placing them one after the other in a single column. Someone in the class suggested having them all in one large box with the transparent black background instead of separating them into individual boxes, so that the copy would be more legible. As for the photo gallery, I played around with a few different designs - initially full spread images that scrolled, but that didn't turn out as clean as I wanted, and the user would not have understood how to view the photos. So I settled with a tiled layout.

What parts of the development process did you overcome?

I now have a much better understanding about how classes, IDs, and floats work and also how important it is to be organized with your code. I also learned a bit about javascript!

What struggles did you encounter when developing the page?

There were a bunch of development hurdles I had to overcome - the social icons and having them fixed on the right hand side, copy position on each page (esp the about page and getting the copy to be within the airplane window), load time on the backgrounds and getting those image file sizes just right without losing too much of the quality, gallery layout & responsive design, finding code online and implementing & customizing (esp javascript)...

What did you learn from working on this project?

I learned a TON from working on this project! It was really neat to have a vision for the site and see it come to life. I knew I wanted to use film stills as backgrounds, I knew what subpages I needed, and I knew I wanted either a side-swiping page or single-scroll - and to have been able to build all that is super cool. I also learned that building a site is a whole lot of trial and error, and you'll end up adjusting your initial design once you actually build the site out and see how the various parts flow.